



August 29, 2014

To: Executive Board

Subject: **Contract Award – Bus Book Printing**

Recommendation

Authorize the Executive Director to negotiate final contract terms and conditions and award a contract for a base period of three years with two available one-year options in the amount of one hundred seventy nine thousand, two hundred forty two dollars and eighty two cents (\$179,242.82) to Transit Information Products for the design, production, and printing of Bus Books.

Analysis

In July 2014, the Executive Board authorized the issuance of a Request for Proposals (RFP) No. 14-043 for the design, production, and printing of Bus Books.

On July 10, 2014 the RFP was issued and three proposals were received on August 1, 2014 in response to the RFP. An evaluation committee consisting of members of Foothill Transit's administrative team conducted a thorough review of the proposals from the three firms whose proposals were all determined to be in the competitive range. As shown in the scoring summary below, Transit Information Products (TIP) was the highest rated proposer.

Evaluation Factors	Maximum Score	Proposer		
		D Graphic Solutions	FlashPoint Graphix	Transit Information
1. Work Plan and Technical Approach	20	16.20	15.36	15.60
2. Statement of Qualifications, Experience and Organizational Relationships	20	15.80	12.76	19.20
3. Price	10	4.64	4.50	10.00
4. Project Understanding	20	16.80	12.52	18.40
5. Sample	30	23.94	24.42	29.40
Total	100	77.38	69.56	92.60
Rank		2	3	1

TIP is the incumbent contractor and has designed, produced, and printed Foothill Transit's Bus Book for the last five years. TIP has successfully performed similar work for other transit agencies, including Long Beach Transit, Monterey- Salinas Transit, and Fresno Area Express. The pricing above allows for the printing of 45,000 copies of the Foothill Transit Bus Book at each service change which takes place approximately every six months.



Foothill Transit

Executive Board Meeting

Executive Board Meeting – 08/29/14

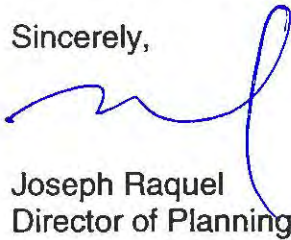
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Budget Impact

Funds for these services are included in Foothill Transit's adopted Fiscal Year 2014/2015 Budget.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joseph Raquel".

Joseph Raquel
Director of Planning

A handwritten signature in blue ink, appearing to read "Doran L. Barnes".

Doran L. Barnes
Executive Director